

# Navy and Marine Corps Launch New Outreach Campaigns

## SUMMER CAMPAIGN TAKES ON NEW, BOLD LOOK



The Marine Corps Safety Division has developed a new outreach campaign with the Naval Safety Center. 24/7: Operation Summer Force Preservation will kick off this summer, in conjunction with the Critical Days of Summer campaign. The goal of this outreach strategy is to remind Sailors and Marines of their responsibility to be alert, aware, and able to manage risk 24/7. This summer, a limited number of 24/7 T-shirts (available in black and white) will be distributed to regional safety offices as incentives for commands that have implemented best practices and successfully reduced traffic mishaps. The first edition of the 24/7 Media Kit will be released before the Memorial Day weekend. It offers valuable materials to help safety leaders focus their efforts. The kit includes materials and information that easily can be personalized to an individual command's needs. It includes speech samples, handout materials, statistical charts, as well as links to traffic-safety presentations and promotional items, such as posters and multimedia products available on the Safety Center website: [www.safetycenter.navy.mil/seasonal/criticaldays/](http://www.safetycenter.navy.mil/seasonal/criticaldays/). To receive your copy of the 24/7 Media Kit, e-mail [SAFE-PAO@navy.mil](mailto:SAFE-PAO@navy.mil).

## CNIC OFFERS COMPUTER-BASED MOTORCYCLE TRAINING

Commander, Naval Installations Command has produced a series of computer-based training (CBT) classes that address three of the motorcycle-riding skills a rider needs to be safe on the street: turning, braking, and swerving. The CBT provides some additional training for motorcyclists beyond beginning rider courses. The courses contain narratives, video clips accompanied by narrated instruction, and an interactive quiz to test what the rider has learned. The clips will be available for download on the Naval Safety Center website: [www.safetycenter.navy.mil/media/galleries/videos](http://www.safetycenter.navy.mil/media/galleries/videos).

## NAVY'S TRAFFIC-SAFETY MESSAGE COMING TO A THEATER NEAR YOU



A new initiative from Commander, Naval Installations Command and the Naval Safety Center will hit the big screens throughout Navy bases this summer. More than 40 theaters will run a two-and-a-half-minute traffic-safety video before the feature movie. The video sends two traffic-safety messages to drivers and riders. First, it's cool to be a safe and responsible driver and rider. And second, use peer intervention to keep each other safe. Promotional posters will be released as part of the overall campaign. For more information on showing the video at your theater, contact Bobbie Carlson at (703) 920-7070 Ext. 285 or e-mail at [bcarlson@dandp.com](mailto:bcarlson@dandp.com).

## MARKETING CAMPAIGN REACHES OUT TO MOTORCYCLE AND ATV RIDERS



The Naval Safety Center joined forces with the Motorcycle Safety Foundation (MSF) and ATV Safety Institute (ASI) in an aggressive public-awareness campaign for motorcycle and all-terrain vehicle (ATV) safety. The goal of the partnership is to put safety education first by targeting very young military riders and the mature "re-entry" segment of the motorcycle and ATV markets. You can build your own library of marketing materials, including a variety of public-service announcements, posters, brochures, training cards, video and audio spots, program kits, and rider information packets. E-mail [SAFE-PAO@navy.mil](mailto:SAFE-PAO@navy.mil) to request an MSF-PSA CD. You may also contact the Motor Vehicle Division at (757) 444-3520 Ext. 7620 (DSN 564).